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Showing Buylines: All Lines	Last Received:							
Lines	07/12/2012 4:05 PM	Printed:						
	24:05 PM	07/18/2012 10:35 AM						

Product Estimate# Buyer Phone# Station KSNV-TV LAS VEGAS, NV.
Advertiser ( ) HELLER FOR SENATE
Product HELLER FOR SENATE Fax# NEIL WILLIAMS Agency ( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E Flight Dates 09/12/2012 - 09/18/2012 Hiatus Weeks Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX#

- CONTRACT COMMENT -

) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845

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\$200.00	\$200.00	\$200.00	\$200.00	\$550.00	\$550.00	\$450.00	\$450.00	\$185.00	\$185.00	Rate
09/17-09/18	09/12-09/14	09/12-09/14	09/18-09/18	09/17-09/18	09/12-09/14	09/12-09/14	09/17-09/18	09/17-09/18	09/12-09/14	Dates
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\$400.00	\$600.00	\$400.00	\$200.00	\$1,100.00	\$1,650.00	\$1,350.00	\$900.00	\$370.00	\$555.00	<del> </del>
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Buyline Comment: TODAY III

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21 W-F 630P-7P Buyline Comment: JEP	20 W-F 5P-630P Buyline Comment: NEWS	19 M-TU 5P-630P Buyline Comment: NEWS	18 M-TU 430P-5P Buyline Comment: NEWS	17 W-F 430P-5P Buyline Comment: NEWS	16 W-F 4P-430P Buyline Comment: NEWS	15 M-TU 4P-430P Buyline Comment: NEWS	14 M-TU 3P-4P Buyline Comment: PHIL	13 W-F 3P-4P Buyline Comment: PHIL	12 W-F 12P-1230P Buyline Comment: NEWS	11 M-TU 12P-1230P Buyline Comment: NEWS		FAX# LT In Day Time Program	Estimate# Buyer NEIL WILLIAMS Phone#	Station KSNV-TV LAS VEGAS, NV.  Advertiser ( ).HELLER FOR SENATE  Product HELLER FOR SENATE	
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\$725.00	\$725.00	\$725.00	\$450.00	\$450.00	\$350.00	\$350.00	\$300.00	\$300.00	\$275.00	\$275.00	! !	Rate	09/12/2012 - 09/18/2012	( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Sho
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ω	Ø	42	N	ω	ω	2	N	ω	ω	ю		Total Spots	215-568-6540 215-568-1845	) PHILADELPHIA ) AMY MCCREARY	
\$2,175.00	\$4,350.00	\$2,900.00	\$900.00	\$1,350.00	\$1,050.00	\$700.00	\$600.00	\$900.00	\$825.00	\$550.00		Total Cost	540 845	PHIA REARY	
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H Phone# Rep Order# EC'd Yes Fax# Buyer Advertiser Station Estimate# Product 32 3 30 29 28 27 26 24 25 23 22 F KSNV-TV LAS VEGAS, NV. r ( ).HELLER FOR SENATE HELLER FOR SENATE NEIL WILLIAMS z US SA SA M-IU M - H₩-F UT-M M-TU Day SA-SU IΉ 6832078 Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: FACE Buyline Comment: FACE Buyline Comment: WHEEL Buyline Comment: WHEEL Buyline Comment: JEP 11P-1135P 7A-8A 5P-630P 6A-7A 11P-1135P 11P-1135P 730P-8P Time 730P-8P 7P-730P 630P-7P 7P-730P Ver# NEWS Program Mod# 0 Status Confirmed Agency C/P1/P2/E Hiatus Weeks Flight Dates Agency ( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Traffic Order# 104411 :30 :30 :30 :30 :30 :30 :30 :30 :30 :30 :30 Len 09/12/2012 - 09/18/2012 \$625.00 \$750.00 \$350.00 \$200.00 \$750.00 \$750.00 \$400.00 \$725.00 \$400.00 \$725.00 \$725.00 Rate Showing Buylines: All Lines Last Received: 09/16-09/16 09/15-09/15 09/15-09/15 09/15-09/16 09/17-09/17 09/13-09/13 09/17-09/18 09/12-09/14 09/12-09/14 09/17-09/18 09/17-09/18 Dates **Printed:** 07/18/2012 10:35 AM 07/12/2012 4:05 PM  $\vdash$ N ட Ν н ш N ω w N N Spots/Week Sales Office ( Salesperson ( Salesperson FAX# Salesperson Phone# Rep Firm  $\vdash$  $\vdash$ щ Weeks #⊨ O Hh ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845 ш ப N N نسز N ω w N N Total Spots \$625.00 \$2,175.00 \$700.00 \$200.00 \$1,500.00 \$750.00 \$750.00 \$800.00 \$1,200.00 \$1,450.00 \$1,450.00 Total Cost

Buyline Comment: SUN TODAY

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Daypart

<i>t.</i> >		4.5	1	Fax#	Estimate# Buyer Phone#	Station Advertiser Product	Rep Order# EC'd Yes
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SU	Buyli	SU	-	Day	NEIL WILLIAMS	NV-TV LA: ) HEI IELLER FO	6832078
1130P-12A	Buyline Comment: SNF	5P-830P		Time	[AMS	Station KSNV-TV LAS VEGAS, NV.  Advertiser ( ).HELLER FOR SENATE  Product HELLER FOR SENATE	Ver#
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	Η		1	Program		ਜ਼ਿੰ	Ver# 1 Mod# 0 Status Confirmed
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\$200.00		\$8,000.00		Rate	09/12/2012 - 09/18/2012	Agency ( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 104411 Shov
09/16-09/16		09/16-09/16	  -  -  -  -  -  -	Dates	2	°CS	411 Prit Last Received: 07/ Showing Buylines: All Lines
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н		Ы		ek # of Weeks	Salesperson Phone# Salesperson FAX#	<b>9 6</b>	07/18/2012 10:35 AM 2 4:05 PM
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\$200.00		\$8,000.00	1 1 1 1	Total Cost	.6540 1845	PHIA REARY	
			}	Daypart			4 of 4

## -REPORT TOTALS-

Buyline Comment: SPORTS NIGHT

Report Totals: 78 / \$43,625.00

## -SALES MONTHLY TOTALS-

Station Totals: 78 / \$43,625.00 Lines not sent/rcld/rtrn: 0 / \$0.00 Sales Totals: 78 / \$43,625.00 -COMPETITIVE-Sep 12: 78 / \$43,625.00 Market Totals \$150,431 KTNV CATV XXXX 0% % % KBLR KTUD % % H O KVCW KINC 

KUMY

L 5 %

KSNV KVVU

2 2 % %

## —COMPETITIVE COMMENTS—

NEW ORDER EST SHARES

Books NOV12 Demos RA35+

## - CREDIT RISK -

CASH IN ADVANCE